

What is claimed is :

1. A method for generating a multimedia user profile in indexing and browsing a multimedia object, comprising :  
5 incorporating ordering criteria information of a search item; and  
incorporating user preference information on ordering criteria of the search item to display the search item to be browsed in a user preferred arrangement.
2. The method according to claim 1, wherein the user profile  
10 comprises item categories which can be criteria of search and browsing in order to display the search item to be browsed according to a user preferred arrangement.
3. The method according to claim 2, wherein the user profile further comprises item ordering criteria in order to determine the ordering of search items  
15 for each item category.
4. The method according to claim 3, wherein the item ordering criteria comprise criteria categories indicating the categories of the ordering criteria.
- 20 5. The method according to claim 4, wherein the item ordering criteria further comprise preference information indicating preference to the relevant criterion category.

6. The method according to claim 4, wherein the criteria categories represent the preference of the relevant item included in existing user profile, and the search items are displayed in accordance with the preference.

5 7. A multimedia search and browsing method using a multimedia user profile in indexing and browsing a multimedia object, comprising :

(a) identifying ordering criteria information of the search item and user preference information on the ordering criteria of the search item from the user profile ;

10 (b) displaying search items in order of higher user preference on the basis of the item ordering criteria according to the user preference ; and

(c) searching and browsing the search object indicated by the search items displayed according to the user preference.

15 8. A method for generating search item preference information in indexing and browsing a multimedia object, comprising :

constructing a multimedia object by incorporating a search object which is the multimedia data stream,

a search item which is criterion of indexing,

20 connection information which connects each search item to the search object,

ordering criteria information for indicating ordering criteria of each search item, and ordering information according to each ordering criterion; and

constructing a user profile by incorporating item categories for indicating

25 items which can be criteria of the search and browsing, and

a user preference value indicating preference to the ordering information of the multimedia object on each item category.

9. A multimedia search and browsing method using a user profile
- 5 information in indexing and browsing a multimedia object, comprising :
- (a) identifying a search item which is criterion of indexing and ordering criteria information for indicating ordering criteria of each search item from the multimedia object ;
  - (b) identifying item categories for indicating items which can be criteria of  
10 the search and browsing, and a user preference value indicating preference to the ordering information of the multimedia object on each item category from the user profile ;
  - (c) selecting the ordering criteria information in order of higher preference value of the user profile on each search item ;
  - 15 (d) displaying the multimedia items based on the user preference by using the ordering criteria information selected from the user profile ; and
  - (e) searching and browsing the search object indicated by the search items that the user preference is reflected.